

AMENDMENTS TO THE SPECIFICATION:

Please amend page 1, line 1, as follows:

Title: ~~METHOD OF RETAIL DATA MANIPULATION IN COMBINATION WITH A~~
JACKPOT A SYSTEM FOR DEDUCTING AND ADDING A PERCENTAGE OF A
CUSTOMER'S PURCHASE AMOUNT TO A JACKPOT

Please amend the paragraph beginning on page 5, line 2, as follows:

The applicant has recognized that the best way to encourage and motivate people to participate in any activity is to provide the potential [[and]]incentive for them to get something for nothing or to win a prize. Obviously, the bigger the prize, the better the incentive. However, there are two other critical components necessary before a promotion can be assured of a success.

Please amend the paragraph beginning on page 5, line 19, as follows:

Any promotion that offers prizes must be seen to be delivering these prizes. The promotion prizes must be clearly visible to the customer and create an intense desire within the customer to obtain these prizes by participating. [[The]]In the preferred embodiments of the present invention, the jackpot sum is displayed to all shoppers as discussed previously.